

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant	: Dwight Allen Merriman et al.	Art Unit	: 3714
Serial No.	: 10/798,340	Examiner	: Ronald Laneau
Filed	: March 12, 2004	Conf. No.	: 5600
Title	: METHOD OF DELIVERY OF TARGETING, AND MEASURING ADVERTISING OVER NETWORKS		

**MAIL STOP RCE**

Commissioner for Patents  
P.O. Box 1450  
Alexandria, VA 22313-1450

REPLY TO ACTION OF SEPTEMBER 3, 2008

Please amend the application as detailed below and consider the following remarks.

Amendments to the claims are reflected in a listing of claims that begins on page 2 of this paper.

Remarks begin on page 6 of this paper.